

61-62361

August 20, 1960

The Honorable  
Henry J. Taylor *Cirg*  
American Ambassador  
American Embassy  
Bern, Switzerland

Dear Harry:

I was very sorry that my trip abroad  
did not bring me to Switzerland. There are many  
things I should like to be talking over with you and  
I hope we can get together soon.

STAT

Many thanks for sending me "A Message  
From the American Ambassador" which I have read  
with interest.

Sincerely,

AWD/ji  
1 - DCI  
1 - ER w/basic —

Via Air Mail

EXECUTIVE DIRECTOR

T

whether you and Clover have  
this magnificent prayer.  
But, if not, I know you  
would want to have it,  
very surely, and sent it  
too to dear Janet.

You can imagine that,  
~~actually~~, no day goes by  
here but that I think  
of you. And in these difficult  
days nothing gives me the  
reassurance that you do  
by being where you are  
and on the job, dear  
friend, believe me.

Harry Byrd is here  
visiting for three weeks

Enclosure Registry  
60-6536

EMBASSY OF THE  
UNITED STATES OF AMERICA

Bern - July 18, 1960

Dear Allen —

Fay and I are  
awfully sorry we could  
not have you with us in STAT  
Europe this time and I  
hope you received my  
message in Paris trying  
to welcome you if you  
could make it to  
come here.

I do not know

Allen -  
Tell Dick  
Surely  
but for Dick alone  
as this is not a  
message from  
dear Harry B.,  
of course, but  
Solely my word  
to you.

(instead of going to the  
Democratic Convention)  
and we are having a grand  
visit together. So I have  
much news of home - and  
of his two colleagues nominated  
in Los Angeles. Confidentially,  
since we heard the news from  
there, we may conclude the  
more disturbed than he is  
as opposed to that outcome,  
in secret. As ever -

Harry

Hon. Allen W. Dulles  
Washington, D.C.

*The man with the fabulous memory celebrates an anniversary*

## Otto Weil of Grand Passage

THE STORE is a household word to every Geneva resident. In fact you can't live here for more than a day or so without someone advising on your shopping with a brisk "Try the Grand Passage."

The man, Otto Weil, is probably little known to the foreign residents outside those whose business interests are connected with the retail trade on a large scale.

But the combination of the two has had much to do with the introduction

here of sales lines that remind us of home.

It was exactly 40 years ago that a new, alert, 26-year-old staff member joined the Grand Passage. He already had some experience, and in fact had worked his apprenticeship in large German stores. But this was his first step up as *chef de rayon*, supervisor of a department, and his keenness was felt at once by those working with him.

Within record time young Otto Weil, who is a Genevois by birth, had soared to becoming head of the advertising department, then a director of

the firm and finally General Director of the Grand Passage.

### Flair for fashion

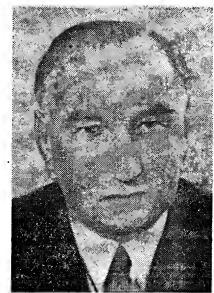
His army career, too, has been a long and useful one. His store opened its doors to public in 1936 during the 1939-45 war, when as Lt Colonel he served in the Swiss Army Service Corps, responsible for troop supplies to an Army division.

Married, with family ties in England (his daughter's husband is an Englishman), Otto Weil has always been willing to adapt all the best Anglo-Saxon and U.S. selling ideas, besides contributing his own to the store's success.

A fabulous memory enables him to remember any item the store sells in any of its many departments.

This aptitude generally leads shop assistants and customers alike to mouthed, when he itemizes in quiet, matter-of-fact tones the exact stock and prices of any given range.

This is all part of his deep, pas-



sionate interest in his work. An extra sense warms him infinitely, say his colleagues, of what will be now and what will be successful in any coming season.

Such flair makes him a valued member of the international group of large stores who meet each other through exchanges on each other's behalf and through periodic conferences in different capitals.

### His touch is legendary

But perhaps Mr Weil's greatest asset inside the Grand Passage itself is his popularity with those who work for him.

His human touch is legendary. Every new store junior knows that he can walk up to the big boss and not be brushed aside.

The Director's door is never barred to subordinates, and pedestals are one item not on Mr Weil's personal list of essentials.

For this 40th anniversary, which coincides with a partial retirement from active business life, the store is paying tribute to him in its inter-office journal.

On behalf of all those sometimes tiresome customers who are "always right," we join in with our congratulations and greetings.

### The story of SFUSA

MOST people have heard the

Vol. 3, No. 26. • July 1, 1960.

*Geneva*  
WEEKLY TRIBUNE

## A MESSAGE FROM THE AMERICAN AMBASSADOR

WARMEST best wishes and happiest greetings to all fellow-Americans in Switzerland on our hallowed Independence Day.

Perhaps at this moment all of us may well return in our thoughts to the ideals of the Declaration of Independence, the great man who wrote it.

It is in the world of ideas and in the relation of a man's brain to mankind itself that superiority lies. The most important thing is to be described as an adventure in ideas.

Ancient governments degenerated into rule by mob or vested politicians. It was not until late in human experience that there came into existence a government in which a man was regarded as an informed, inspired and consulted person by the community.

In fact it is this line of intellectual growth that we trace in history, at first in a world of tumultuous ignorance and forgetfulness; it is like a mere line of light coming through the clouds, an opening coming into a dark room.

But slowly it widens, it grows, and at last comes the time when the door, at the push of a printer, began to open more and more universally to make its light in all the languages of mankind.

No greater contribution to this was ever made in any document than by the Declaration of Independence.

As a beginning of a Republic, what were the spiritual forces that motivated its author? I think Jefferson has defined these himself, and perhaps we who are abroad can especially benefit ourselves by listening to the words he chose as his own guide.

"On July 4, 1826, precisely on the 50th anniversary of the signing of

the Declaration of Independence, the hollow, reverberating boom of a cannon down in Charlottesville, Virginia, signalled the death of Thomas Jefferson, one of the three pillars at the age of 83. In extending this greeting to you, may I repeat Jefferson's prayer?

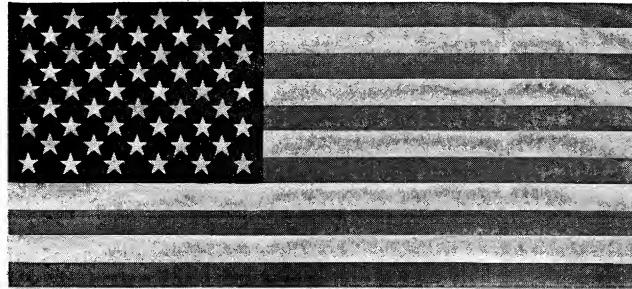
In seeking the solace that can come only from prayer, in marking the dark trials of the first few early years of our country, in carrying the burdens of the presidency for eight long years, and to the day of his death Jefferson turned to a small brown prayer book whose pages yellowed with age and frayed in its use in the hands of this great man, and said again and again this prayer for his country:

"Almighty God, who has given us this good land for our heritage; we humbly beseech Thee that we may always prove ourselves a people mindful of Thy favour and glad to do Thy will; bless our land with honourable industry, sound learning, and pure manners. "Save us from violence, discord and confusion; from pride and arrogance, and from every evil way. "Defend our liberties, and fashion into one united people the multitudes brought hither out of many different tongues."

"Endow with the spirit of wisdom those to whom in Thy Name we entrust the authority of government, that there may be justice and peace at home and that our country obey Thee. "Thy law, we may show forth Thy praise among the nations of the earth."

"In the time of prosperity, fill our hearts with thanksgiving, and in the day of trouble, suffer not our trust in Thee to fail; all of which we ask through Jesus Christ our Lord. Amen."

Henry J. Taylor.



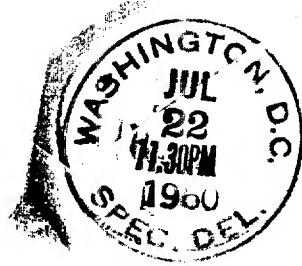
**The new 50-star American flag**



John. Allen W. Dulles  
Central Intelligence Agency  
2430 E. Street  
Washington, D.C.  
Private  
And Confidential

Approved For Release 2003/07/29 : CIA-RDP80B01676R003700080031-2

Ambassador Taylor  
American Embassy  
Bern, Switzerland



U.S. MAIL 33¢  
JUL 22 1960

Approved For Release 2003/07/29 : CIA-RDP80B01676R003700080031-2